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ABB Customer World

GEORGE R. BROWN CONVENTION CENTER
HOUSTON, TEXAS | MARCH 4 -7, 2019

Explore Innovative technology and solutions at ABB Customer World



Are you ready for the journey ahead? Wouldn't it be handy to have a map – or better yet a guidebook – to navigate the path? Join us as we discuss the trends and technologies that are transforming the transportation of the future. Advances in digital connectivity, energy storage and power management are enabling eMobility in cars, trucks, buses, rail and marine. Learn the latest in how new business models are creating healthy charging infrastructures. Listen in on how renewables are feeding the grid that is powering transportation.

Learn from experiences shared through curriculum, networks and luminary keynotes. ABB Customer World brings together professionals from utilities, industries, transportation and infrastructure for a premier educational and collaboration event in North America.

Registration is free!

ABB Customer World brings together professionals from utilities, industries and infrastructure for a premier educational and collaboration event in North America.

From past lessons learned to the future revealed, this event saves you time, money and manpower. Ask your questions, deliver your feedback to developers, take advantage of hands-on training by experts, and learn from ABB's customers and project managers how to maximize value from your current assets.

Event registration is now open — and there is no conference fee to attend. For information and to register, visit us at www.abb.com/acw.

Join thought leaders
in charting the
future of
transportation

Transportation suggested program

MONDAY, MARCH 4

TIME	PROGRAM	ROOM
10:00AM	Technology & Solutions center opens	TSC
11:45-12:45PM	Buffet Lunch	Hall E, Level 1
1:00-2:00PM	EV 101: Electric vehicles and charging, a primer Electric vehicles (EVs) have come a long way in just a short few years. With more than a million plug-in vehicles already on U.S. roads, and billions of dollars being invested by traditional and new vehicle makers, the EV market has changed dramatically from curiosity to disruptive force impacting the entire transportation sector. Still, there are still many myths and misconceptions about EVs and charging infrastructure. This session will cover the basics on EVs, why the market is growing, and the charging infrastructure technologies will meet their needs today and in the future. Speaker: Heather Flanagan - Marketing Manager, EV Infrastructure, ABB Inc.	351 E
2:30-3:30PM	Grid modernization and the integration of renewable generation This session will discuss grid modernization, how renewable generation impacts the grid and how utilities can use grid edge technologies to better leverage renewable assets. Key concepts to be presented include renewable characteristics, renewable saturation, balancing at the grid edge and transmission versus distribution investments. Speaker: Gary Rackliffe – Vice President, Smart Grids and Grid Modernization, ABB Inc.	350D
4:00-5:00PM	Cyber security: The backbone of digitalization Although there is plenty of excitement around the positive impacts of digitalization – such as gains from process optimization, reduced maintenance costs, and increased revenues from higher availability factors – within the power generation industry there is still hesitancy to adopt more networked digital solutions. Simply put, for many generators, cyber security concerns and their potential to impact safety and availability outweigh the benefits of digitalization. Speaker: Dee Kimata, Global Product Manager – Cyber Security & Collaborative Operations, ABB, Inc.	330A
5:00-6:30PM	Reception	TSC
6:30PM	Technology & Solutions Center closes	TSC

TUESDAY, MARCH 5

TIME	PROGRAM	ROOM
8:30-10:00AM	Keynote Presentation Ulrich Spiesshofer, CEO, ABB Antonio Neri, CEO, HPE	Hall B3, Level 3
10:00AM	Technology & Solution Center opens	TSC
10:30-11:30AM	Electrifying transit: Clean, smart and cost-effective solutions for public transportation	351E

Technology advancements, environmental policy and the payback economics of electric transportation are all pushing transit and fleet markets farther every year. These trends have created high demand for newer, smarter yet practical and grid-ready charging infrastructure solutions. This panel session will host experts from across the eBus industry to discuss best practices and the partnerships needed to implement flexible, reliable and interoperable electric transit and fleet operations.

Moderator: Stephanie Medeiros - Manager, EV Charging Infrastructure, ABB
Panelists: Young Park, Senior Project Manager, Bus Electrification, TriMet
Jewels Carter, Manager, Bus / Public Works Facilities, WSP
Joe Colett, Product Manager, Emerging Technologies, Portland General Electric
Jeff Hiott, VP Technical Services, APTA
Daniel Simounet, VP, Transportation Sector, Americas, ABB

11:45-1:15PM

The Future of Industry - Luncheon panel discussion

**Grand Ballroom,
Level 3**

The industrial sector is in the midst of an unprecedented transformation, fueled by digitalization and with automation at its core. It offers companies tremendous opportunities to unlock additional value and enables more efficient, more productive and safer operations throughout the asset lifecycle. Moreover, it is paving the way towards more autonomous operations. Our lunchtime panel will discuss this transformation – both the opportunities and challenges that it brings in industrial automation environments.

Moderator: Greg Scheu, President Americas, ABB
Panelists: Peter Terwiesch, President Industrial Automation Division, ABB
Michael Wiebe, COO, Kronos
Guido Jouret, Chief Digital Officer, ABB

OR buffet lunch

Hall E, Level 1

3:00-4:00PM

One-stop-shop for the electric vehicle factory of the future

Theater 3 in TSC

ABB offers a broad range of complete electric vehicle (EV) manufacturing solutions, including collaborative automation and state-of-the-art digital services through the ABB Ability™ platform. From bumper to bumper, ABB's decades of experience in automotive and digital applications provide the flexibility, efficiency and scalability needed for EV operations to flourish. This session will examine robotic automations enhancements to these applications: body shop, paint, e-drive, battery, and final trim and assembly.

Speaker: Winfield Coachman - Director, EV Business Development, ABB Robotics

3:00-4:00PM

Energy storage in railways: How this technology benefits both transit operator and power utility

351E

Energy storage has been called the "Holy Grail" solution for its ability to quickly buffer demand and generation economically, making it attractive to power utilities and distributors. With advancements and cost take out in battery technology, the use of electrical energy storage systems (ESS) applications is expanding to the railway industry. From onboard solutions to stationary equipment, ESS offers huge benefits to the infrastructure owners, operators or power utilities. This panel session will explore solutions and benefits of using ESS as part of an existing or a new rail network.

Speakers: Daniel Simounet – VP, Transportation Sector, Americas, ABB
Patrick Savoie – Business Development Manager, DC Traction Power Supply – Americas, ABB

4:30-5:30PM

Tech Talk: How key industries from oil and gas to EV charging are influencing and being influenced by digitalization

Room: 320AB

Digitalization is a long-term trend affecting every part of the economy from established sectors like Food & Beverage to disruptive new industries like EV charging. As businesses and industries move along the adoption curve and digital technologies become commoditized, domain expertise and experience become

the currency of the digital economy. Join us for a conversation with, Ivo Steklac, Chief Technology officer for EVgo, the nation's largest public EV fast charging network, ABB's Chief Digital Officer Guido Jouret and CTO Bazmi Husain as we explore how competition and industry experience will drive innovation in the digital economy.

Panelists: Ivo Steklac, Chief Technology Officer, EVgo
 Guido Jouret, Chief Digital Officer, ABB
 Bazmi Husain, Chief Technology Officer, ABB

6:30PM	Technology and Solution Center closes	TSC
6:30-9:30PM	Customer Appreciation Event, Convention Center	Hall B3, Level 3



WEDNESDAY, MARCH 6

TIME	PROGRAM	ROOM
9:00-10:15AM	Future of Mobility - Keynote presentation	Hall B3, Level 3
	<p>Transportation is undergoing a radical transformation not seen since the advent of the automobile—and it's not limited to cars. From hybrid ships and autonomous cars to electric buses that recharge during stops, there is hardly a segment of the transportation sector that's not being reinvented. As the leader in electric-vehicle (EV) fast charging, ABB is playing a decisive role in this e-mobility revolution. Our panel will assess the smart mobility solutions that are defining the new, sustainable transportation ecosystem. With 125 million electric cars expected on roads worldwide by 2030, we'll also discuss the requirements for building out the charging infrastructure that will power these clean electric, connected and increasingly autonomous vehicles.</p> <p>Moderator: Guido Jouret, Chief Digital Officer, ABB Panelists: Tarak Mehta, President, ABB Electrification Products Division Tony Seba, Futurist and Thought Leader</p>	
10:00AM	Technology & Solutions Center opens	TSC
10:30-11:30AM	EVs on the horizon: The "big battery" push for next gen charging infrastructure	351E
	<p>Electric vehicles (EVs) are now much more than commuter passenger vehicles, as battery developments have opened up a wide range of vehicle types to serve many transportation applications. Learn from our panelists on the latest trends in medium and heavy-duty vehicle fleets, and what kind of infrastructure will be needed to support these emerging transportation models.</p> <p>Moderator: Erin Galiger - Product Manager, ABB Inc Panelists: Cliff Fietzek - Director Technology, Electrify America, LLC Patrick Couch - VP, Technical Services, Gladstein, Neandross & Associates Jeff Small, Engineering, ABB</p>	
11:45-1:15PM	The Future of Energy - Luncheon panel discussion	Grand Ballroom, Level 3
	<p>The ways in which electricity is generated, distributed, and consumed are changing radically. Renewable energy sources, such as wind and solar, are ramping up, and the grid is becoming increasingly digital and decentralized. This lunchtime panel will provide insight into how these interwoven trends will play out and what the implications are for electricity utilities and their customers. We'll discuss the integration of conventional and renewable energy sources, the adoption of smarter energy management practices, the role of digital substations and microgrids and the emergence of self-reliant "prosumers" – individuals who produce and use their own energy.</p>	

Moderator: Rob Massoudi, ABB GVP, Digital Transformation
 Panelists: Claudio Facchin, President, ABB Power Grids Division
 Joe Kava, VP Data Centers, Google
 Gary Hayes, CIO & VP Information Technology, CenterPoint
 Charles McConnell, Former DOE Assistant Secretary of Energy

	Or buffet lunch	Hall E, Level 1
1:30-2:30PM	The role of DERs in renewable integration and resolving California's solar glut	350D
	<p>On March 6, 2018, the California Independent System Operator (CAISO) saw around 50 percent of its generation served by solar resources. Considering the limited amount of solar generation in California 10 years ago, this shows a massive change that is still continuing rapidly. Such a large presence of solar generation is causing market issues such as curtailment of solar generation and extended periods of negative market prices. This session will discuss how DERs, along with grid digitalization technologies, can be used to resolve solar glut issues in California.</p> <p>Speaker: Erdal Kara, Industry Solutions Executive, ABB, Inc.</p>	
4:30-5:30PM	From duck to dragon: How EV charging connectivity and intelligence turns a box into a grid savior	351E
	<p>Most electric vehicle (EV) charging load is categorized "destination" AC charging, usually occurring at residences overnight and workplaces during the day. While fast charging tech gets a lot of attention for its range extending convenience, AC charging offers its own significant load optimization benefits to drivers, sites and utilities. This panel session will cover smart AC charging solutions, and the healthy future they can offer to all EV stakeholders when well planned.</p> <p>Moderator: Steve Bloch - Western Regional Vice President, EV Infrastructure, ABB, Inc. Panelists: John McLean - Senior Director, Strategic Alliances, Greenlots Alan White - Chief Business Officer, eMotorWerks Ram Ambatipudi - VP, Business Development & Utility Engagement, EV Connect</p>	

THURSDAY, MARCH 7

TIME	PROGRAM	ROOM
8:30-9:30AM	Future of Work: The Impact of Digital Manufacturing on the Factory of the Future with Sami Atiya and Lessons from the Dirt featuring Executive Producer & Show Host Mike Rowe	Hall B3, Level 3
	<p>Keynote speakers: Sami Atiya, President, ABB Robotics & Motion division Mike Rowe, Executive Producer & Show Host</p> <p>Join us as we wrap up ABB Customer World with two very special keynote presentations. Sami Atiya, President, ABB Robotics & Motion division, will share his vision on how to succeed in the changing global manufacturing landscape and workforce readiness. Executive Producer & Show Host Mike Rowe will share the surprising lessons he learned working as a perpetual apprentice.</p> 	
10:00AM	Technology & Solution Center opens	TSC
10:00-11:00AM	If you build it, will they come? EV infrastructure business and operational models that work	351E
	<p>Deploying public charging infrastructure is much more than throwing hardware in the ground and hoping drivers find it. Electric vehicle (EV) infrastructure programs require careful planning for how they will serve drivers in years to come, as well as deliver value to owners, operators and site hosts. Business models vary by technology and location, but there are already clear rights and wrongs to EV infrastructure deployment. This</p>	

session will cover best practices for building out a healthy charging infrastructure that manages the needs of those owning, managing and using EV charging systems.

Moderator: Noe Castro - Applications Engineer, ABB, Inc.

Panelists: James Tillman - Director, Business Development, MaxGen Energy Services
Karen Zelman - VP, Corporate Development, Volta Charging
Mike McCabe - Manager, EVSE Installations, Nissan North America

11:30-12:30PM

The future of electric and hybrid power systems in marine

351E

This joint presentation by ABB and DNV GL will highlight changes coming in marine propulsion and power systems onboard various vessel types, as well as considerations for power management and safety along with performance. Several case histories will be presented as validation of the technology. Diesel electric technology coupled with various energy storage methods highlight the significant improvement in performance and energy efficiency onboard. These technologies, coupled with digitalization of the systems, is driving increased efficiency onboard, and superior performance overall.

Speakers: Jostein Brogen – VP Global Product Manager, ABB Marine & Ports
John O. Lindtjorn – Global Product Manager, ABB AS

11:30-12:30PM

Panel: New technologies and PUCs

360D

As new grid technologies and innovations that benefit customers become available, what are the best strategies for engaging with policymakers and public utility commissions (PUCs) to implement these new technologies? Some technologies face unique challenges, such as EV charging infrastructure and battery energy storage. Through recent experiences, the panel will discuss successful and unsuccessful strategies and tactics for engaging with policymakers and utility commissions to implement new grid technologies and suggest possible frameworks for the future.

Moderator: Asaf Nagler - Senior Director of Government Relations, ABB, Inc.

12:30-1:30PM

Buffet Lunch

Hall E, Level 1

1:45-2:45PM

How ABB digitalization and propulsion solutions are shaping the shipping industry

Theater 4 in TSC

With decreasing ice coverage, Arctic regions are of increasing political and economical interest for shorter shipping routes, natural resources, scientific research and other activities affecting welfare and security. ABB offers advanced solutions that make Arctic shipping technically feasible and economically attractive. ABB Ability™ addresses digitalization, which is an emerging megatrend changing the way the maritime industry operates. Azipod propulsion technology supports sustainable and efficient shipping. We will also review trends and developments in the Arctic maritime industry.

Speakers: Luis Moratalla, Marine Services Manager, ABB, Inc.
Ole – Jacob Irgens, Sales Director, ABB, Inc.

3:00PM

Technology & Solution Center closes

TSC

General information



Event registration

Register for APW, now ABB Customer World, and event hotels by visiting the event website at www.abb.com/acw



Event location

All educational training, the Technology & Solution Center and meals will be held at the George R. Brown Convention Center (GRBCC), levels 1 and 3.

The street address is 1001 Avenida De Las Americas, Houston, Texas 77010.



Hotel accommodations

Information about where to stay and how to book your hotel reservations is available at www.abb.com/acw. The special event rates will be offered for days of the event, subject to availability. You must be registered for ABB Customer World, in order to reserve rooms under the event rate; please do not contact the hotels directly.

Note: Hotel reservations are not automatically made when you register for the event. Your event reservation confirmation will include a link to reserve your hotel room, and you can then reserve your event housing or you can reserve at the same time you are registering to attend.

All event hotels offer easy access to the GRBCC and complimentary wireless internet access in guest rooms as part of the event rate.



Need more information?

Event information is available on the event website or by calling our 24-hour help line: 800-435-7365 Press option zero (0) and ask for ABB Customer World 2019 support.



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